



University of Kentucky  
College of Agriculture,  
Food and Environment  
*Cooperative Extension Service*

## 2018 KENTUCKY COUNTY PROFILES



# BUILDING STRONG FAMILIES IN MADISON COUNTY



**Gina  
Noe**

County Extension Agent,  
Family and Consumer  
Sciences Education

### OUR FOCUS

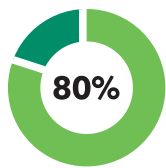
Family and Consumer Sciences (FCS) Extension is committed to improving the health and well-being of individuals and families throughout Kentucky. Our educational programs focus on making healthy lifestyle choices, nurturing families, embracing life as we age, securing financial stability, promoting healthy homes and communities, accessing nutritious food, and empowering community leaders.

### OUR SUCCESS

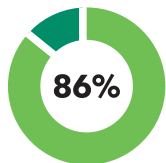
In 2016-2017,  
Cooperative  
Extension  
made  
**161,682**  
contacts with  
individuals and  
families in  
Madison County.<sup>1</sup>

### A HEALTHIER KENTUCKY

## Making healthy lifestyle choices



of counties in Kentucky implemented programs promoting healthy lifestyle choices.<sup>1</sup>

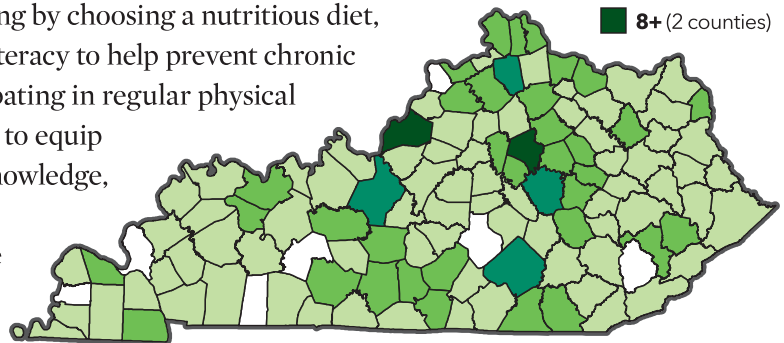


of counties in Kentucky implemented programs promoting healthy homes and communities.<sup>1</sup>

**E**asy access to unhealthy foods, increased stress, and limited opportunities for physical activity all create challenges and barriers for Kentucky families in making healthy lifestyle choices. Family and Consumer Sciences (FCS) Extension programming through the University of Kentucky teaches families to improve health and well-being by choosing a nutritious diet, increasing health literacy to help prevent chronic diseases, or participating in regular physical activity. Our goal is to equip citizens with the knowledge, resources, and an environment where the healthy choice is the easy choice.

### Number of farmers market locations by Kentucky county<sup>2</sup>

- 0 (7 counties)
- 1-2 (73 counties)
- 3-4 (34 counties)
- 5-7 (4 counties)
- 8+ (2 counties)

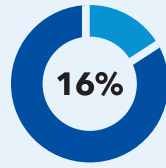




## Food Environment

### OUR COUNTY

- Madison County had **8** supermarkets and other grocery stores and **50** convenience stores or gas stations with convenience stores in 2015.<sup>3</sup>
- According to Map the Meal Gap, in 2015, an estimated **13,510** individuals were food insecure in Madison County.<sup>4</sup>
- Only **12.3% (20.2%-7.2%)** of adults in Madison County consumed five or more servings of fruits and vegetables per day between 2013-2015.<sup>5</sup>



of the population in Madison County were estimated to be food insecure in 2015.<sup>4</sup>

### OUR RESULTS

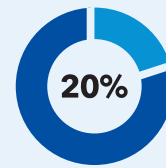
- **740** individuals reported eating more healthy foods.<sup>1</sup>
- **165** individuals prepared more healthy home-cooked meals.<sup>1</sup>
- **134** individuals used delivery systems/access points that supply healthy foods such as farmers markets, WIC\*, and food pantries.<sup>1</sup>



## Financial Environment

### OUR COUNTY

- The median household income in Madison County was **\$46,342 (\$50,182-\$42,502)** in 2015.<sup>8</sup>
- In Madison County, **1,766** was the average monthly number of infants and children assisted by WIC\* in 2013.<sup>9</sup>
- In 2015, there were **11,882** SNAP/food stamp recipients.<sup>10</sup>
- **11.4% (+/-2.0%)** of people age 65 and over were below poverty between 2011-2015<sup>11</sup> and **18.1% (22.6%-13.6%)** of children ages 5-17 in families were below poverty in 2015.<sup>8</sup>
- Between 2011 and 2015, **4.3% (+/-1.1%)** of full-time/full-year workers were below poverty.<sup>11</sup>



of all children in Madison County ages 17 and under<sup>12</sup> were below poverty in 2015.<sup>8</sup>

### OUR RESULTS

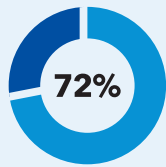
- **30** individuals have a better understanding of cost-saving strategies and more confidence in handling money issues.<sup>1</sup>
- **207** individuals became more knowledgeable regarding ways to secure financial stability.<sup>1</sup>
- **\$2,023** in EBT, WIC, or senior benefits were redeemed at farmers markets.<sup>1</sup>



## Physical Environment

### OUR COUNTY

- According to the CDC's County Diabetes Atlas, **32.2% (36.6%-27.7%)** of adults 18 years and over in Madison County were obese between 2012 and 2014.<sup>6</sup>
- The Diabetes Atlas also reports that between 2012 and 2014, **27.6% (31.8%-23.1%)** of adults in Madison County reported no leisure-time exercise in the past month.<sup>6</sup>
- There were **10** fitness and recreation businesses in Madison County in 2015.<sup>3</sup>



of the population in Madison County had adequate access to locations for physical activity in 2014.<sup>7</sup>

### OUR RESULTS

- **50** individuals adopted physical activity practices.<sup>1</sup>
- Extension is involved in **4** healthy lifestyle coalitions.<sup>1</sup>
- **234** participants made healthy changes so they could age well and live independently.<sup>1</sup>

#### SOURCES:

<sup>1</sup> Kentucky Cooperative Extension Reporting, FY 2017

<sup>2</sup> Kentucky Proud Farmers Market Directory Report, Generated July 20, 2017 (<http://www.kyagr.com/marketing/farmers-market-directory-printable-format.aspx>)

<sup>3</sup> U.S. Census Bureau, 2015 County Business Patterns. ([factfinder.census.gov](http://factfinder.census.gov))

<sup>4</sup> Map the Meal Gap 2017. ([map.feedingamerica.org](http://map.feedingamerica.org))

<sup>5</sup> Kentucky Health Facts. ([www.kentuckyhealthfacts.org](http://www.kentuckyhealthfacts.org))

<sup>6</sup> CDC County Diabetes Atlas. ([www.cdc.gov/diabetes/atlas/countydata/atlas.html](http://www.cdc.gov/diabetes/atlas/countydata/atlas.html))

<sup>7</sup> Robert Wood Johnson Foundation 2016 County Health Rankings. ([www.countyhealthrankings.org](http://www.countyhealthrankings.org))

<sup>8</sup> 2015 Small Area Income and Poverty Estimates, U.S. Census Bureau ([www.census.gov/programs-surveys/saipe.html](http://www.census.gov/programs-surveys/saipe.html))

<sup>9</sup> Kids Count Data Center. ([datacenter.kidscount.org](http://datacenter.kidscount.org))

<sup>10</sup> Kentucky Cabinet for Health and Family Services. Data Book. December 2015. ([chfs.ky.gov/dcb/data\\_book.htm](http://chfs.ky.gov/dcb/data_book.htm))

<sup>11</sup> 2015 American Community Survey 5-Year Estimates, U.S. Census Bureau ([factfinder.census.gov](http://factfinder.census.gov))  
<sup>12</sup> Margin of error: **(+/-16%-24%)**

\* WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk."

For more information and to download this and other county profiles, visit [hes.uky.edu/StrongFamilies](http://hes.uky.edu/StrongFamilies)

 College of Agriculture, Food and Environment  
School of Human Environmental Sciences